

### ABSTRACT OF THE DISCLOSURE

A method and system for determining the authenticity of a product. The system includes an authenticating agency having a database with stored valid product codes. A product is affixed with an authentication tag having an identification number and a product code. The product code is concealed by a removable strip. A consumer purchases the product and removes the strip to reveal the product code. The consumer communicates with the authenticating agency and conveys the identification number and product code to the authenticating agency. The authenticating agency retrieves the valid product code associated with the identification number and compares it with the product code submitted by the consumer. If the codes match, the product is authenticated by the authenticating agency. The authenticating agency then communicates the results of the determination to the consumer.